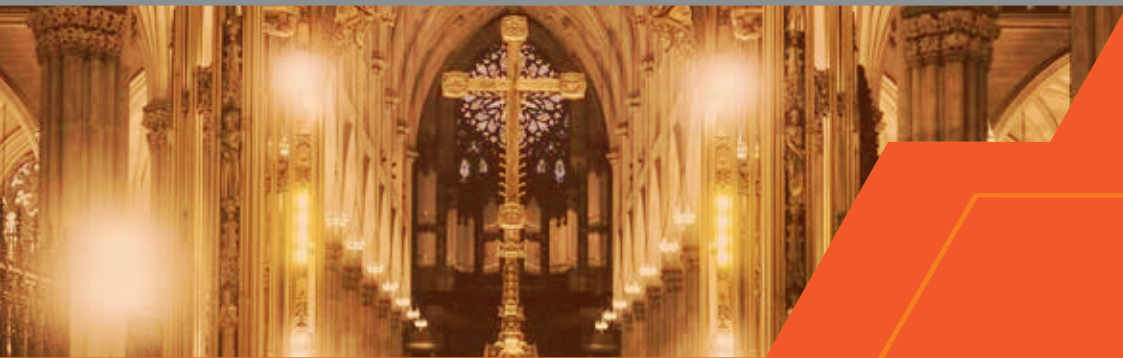


WHY **SALESFORCE** MATTERS



VIBRANT CHURCHES MATTER



Your parish has hopes and dreams and plans to get there. At LPi, we believe that vibrant churches matter. Over nearly five decades, we've helped thousands of parishes across the country intentionally communicate with their parishioners, grow their engagement, and advance a stewardship way of life.

We've embraced technological changes to better serve the emerging needs of the Catholic Church in the modern world. Our full suite of services provides digital tools, print products, and stewardship coaching. Our passion is to help our customers change the world, one parishioner at a time. Guides like this one are just one piece of our efforts to support you in your mission.

At LPi, we're proud to offer the tools you need to integrate your data and enhance your communications. We know that when the infrastructure of a parish is operating smoothly, you have more time for what really matters —

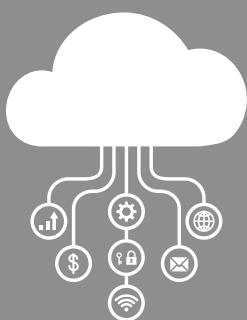
**ENGAGING YOUR
PARISH AND
EVANGELIZING
YOUR COMMUNITY.**





For the average parish, parishioner data management is a flurry of spreadsheets, hand-scribbled notes, and personal conversations. At LPi, we believe that the Catholic Church deserves more. While no digital tool can replace your personal touch, what could a digital tool do to enhance it?

Our Parishioner Engagement System, WeGather, is built directly on top of Salesforce.com, the world's #1 Customer Relationship Management System. Salesforce is trusted by over 150,000 companies and non-profits — including the top Fortune 500 companies — to manage customers, sales prospects, and donors. With WeGather, the power of Salesforce comes to your church office and your parishioners. Their innovative system helps you organize your data in a productive way, giving you the information you need to build your community.



CLOUD-BASED

With no installation or locally stored files, your parish can get up and running quickly. Data is stored with the highest level of security and backed up automatically.



UNIVERSALLY COMPATIBLE

The browser-based Salesforce is accessible to all your employees from any Internet-enabled device. It is mobile-friendly and App-enabled.



REGULAR UPDATES

The Salesforce your parish uses is the same Salesforce used by top corporate firms. As Salesforce updates or rolls out new features, you receive the benefit in real time.

ADVANCED SECURITY

Every parish needs to save, store, and back up their data.

You want to make sure that this data is saved securely and reliably. Salesforce is trusted by hundreds of thousands of corporations and non-profits worldwide to do just that. With Salesforce, your data is secured according to the highest level of data security and compliance standards.

Staff transitions and crashed hard drives can wreak havoc on your data. Salesforce offers a cloud-based solution to data storage, ensuring that your data is consistently protected and accessible no matter what happens to your computer. Salesforce hosts your data in an isolated, secure environment that only you can access. The security standards are in compliance with top national and international standards, including PCI, FISMA, ISO/IEC 27000, SAS 70 Type II, and SysTrust.

Life isn't perfect. Phishing, malware, or other attempts to breach your data could occur. Salesforce provides immediate, detailed accounts of these events and notifies you as soon as they occur. Live data on system performance is transparent and accessible at any time. Multiple permission levels are available to ensure that data is available only to those authorized to access it.

As the digital world continues to evolve, Salesforce provides best practices for online security to all their customers and partners — including you!

- *PCI COMPLIANCE*
- *SECURE DATA STORAGE*
- *SECURITY HEALTH CHECK*
- *IMMEDIATE BREACH NOTIFICATIONS*

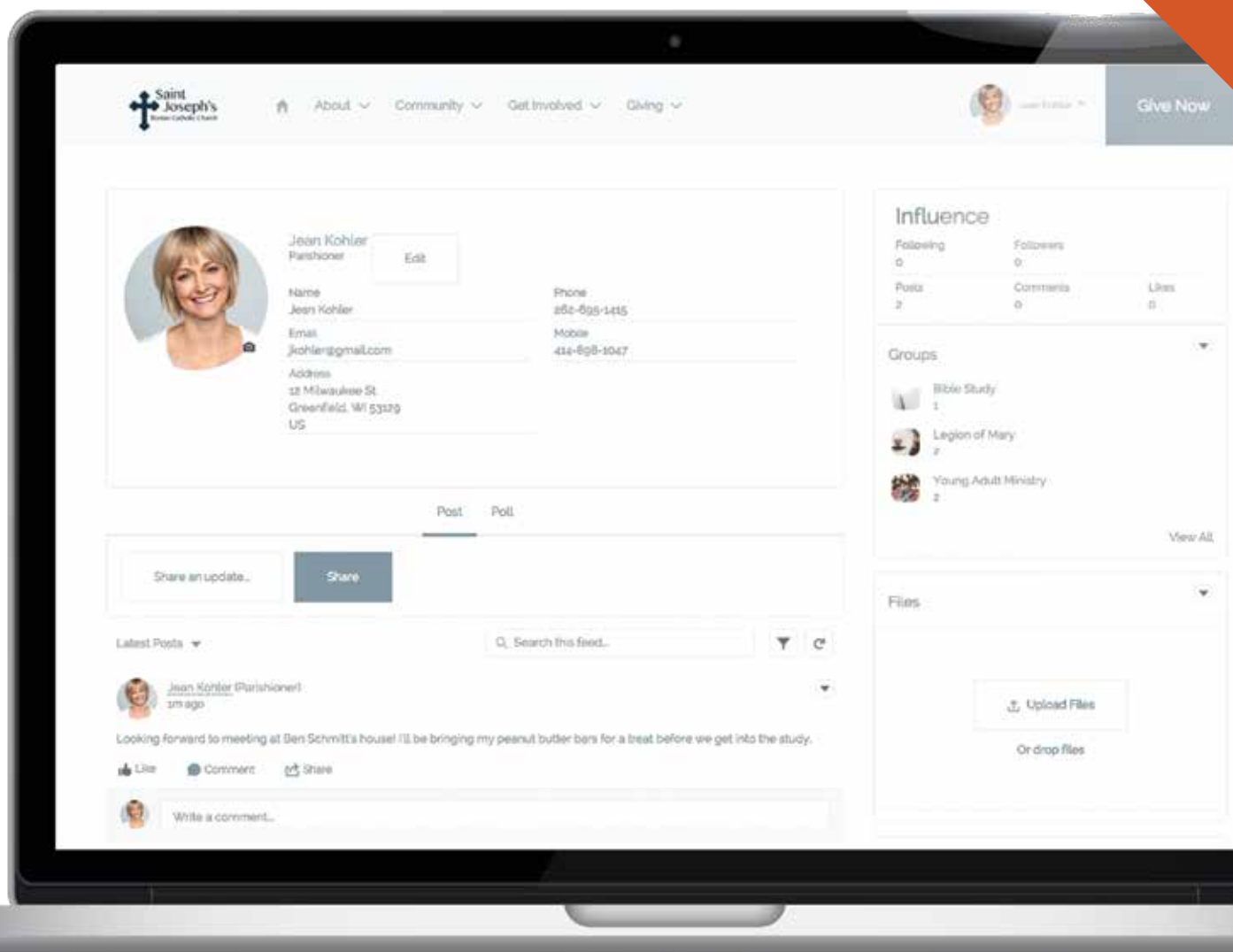


DIVERSE FUNCTIONALITY

WeGather combines LPI's four decades of parish experience with the dynamic Salesforce platform. As a native Salesforce application, WeGather's church-tailored features integrate directly into the Salesforce CRM. This delivers all the necessary functions for data management and parishioner engagement into one accessible space, oriented toward your church. WeGather is uniquely built to be the one integrated platform your church needs.

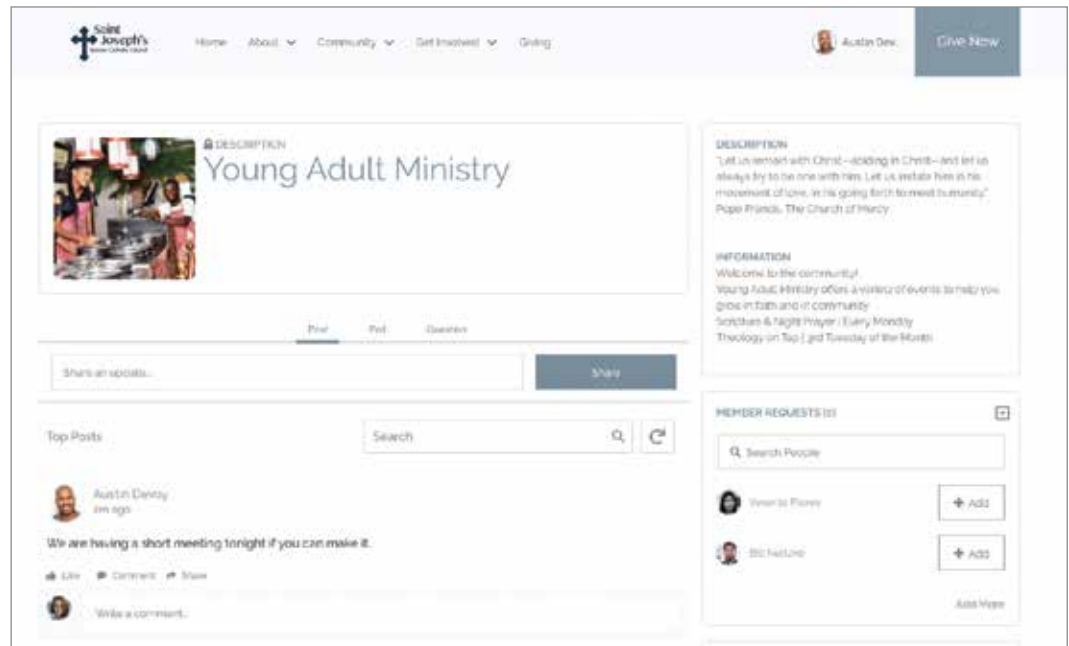
MEMBER MANAGEMENT

Keeping track of your parishioners can be challenging. WeGather offers customizable fields, meaning you can collect, store, and analyze whatever data points your parish finds valuable. More than cold hard facts, storing familiar relationships, ministry involvement, and gifts and talents can help you understand your parishioners on a more personal level.



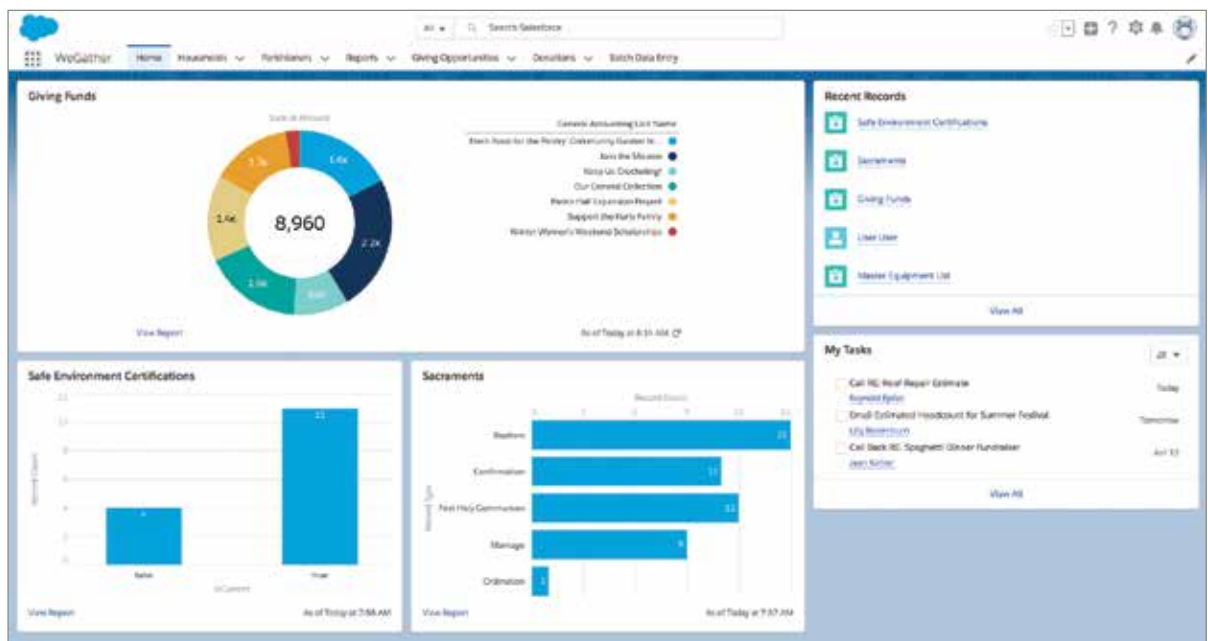
FULL TEAM AND VOLUNTEER COLLABORATION

Integrate your engagement tools across parish roles. With WeGather, every staff member — from the pastor, to the secretary, to religious education, to operations — has access to the same information in the same place. Offer additional permissions to ministry leaders and council chairs for limited access according to their role. WeGather allows your parish to be data-driven together and engage your members where they are increasingly spending their time: online.

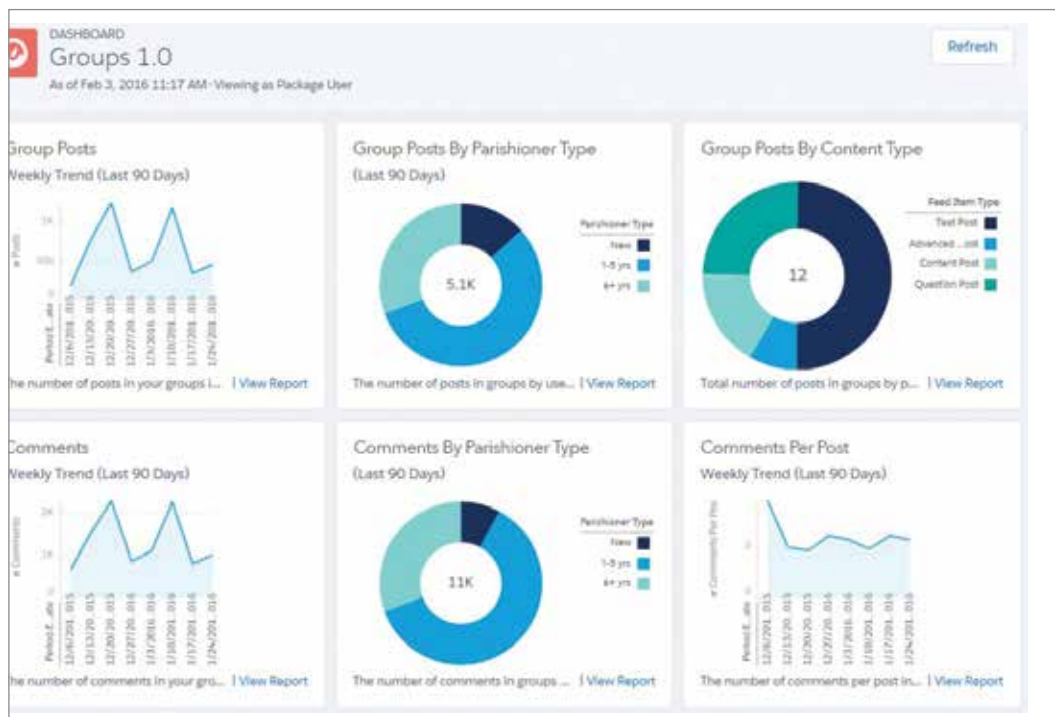


DONOR TRACKING

Salesforce offers all your development information right at your fingertips. Customize your dashboard to see the financial information most relevant to you. Easily sort members into giving categories for more targeted communication in stewardship campaigns. From pledge progress to real-time incoming donation tracking, WeGather has all the data you need.



Use Salesforce's robust reporting capabilities to analyze finances, sacramental trends, volunteer engagement, and more. Beyond a simple "point in time" assessment, Salesforce allows you to track trends over time and make financial projections into the future.



COMMUNICATION AUTOMATION

Save your staff precious time and energy! Salesforce allows for advanced automations, where one action triggers another. As forms are filled out, member profiles are updated. As events approach, email communications can be planned, scheduled, and triggered automatically. Group level emails and group texting are now at your fingertips and of your ministry leaders.





INTEGRATE YOUR DATA ENGAGE YOUR PARISH EVANGELIZE YOUR COMMUNITY

As a parish, we open doors in welcome as strangers become family. We observe, absorb, and assess. We create new solutions. We till the soil of human hearts. We sow the seed of the Gospel. We reap a harvest and celebrate as community. Together we grow, together we celebrate, together **WeGather**.



DYNAMIC WEBSITE

Welcome visitors with a state-of-the-art web presence.



INTERACTIVE COMMUNITY

Gather parishioners in an online social network with member profiles, family relationships & ministry groups.



ONLINE GIVING

Harness the power of Salesforce to manage your giving opportunities & analyze the results.



CLOUD BACKUP

With auto-updates to the cloud guaranteed by Salesforce, never fear a data loss.



MULTIPLE PERM. LEVELS

Offer people the functionality they need while protecting sensitive information.



CONNECTED BACKEND

Every donation, community action, or mobile update syncs instantly.



SACRAMENTAL LIFE

House your records, schedule religious education & provide formative content to your parishioners.



MANAGE FACILITIES

Schedule rooms & track your calendar for all parish events.



PARISH LIFE

Easily manage volunteers, events & ministries to connect & grow together as a parish.

INTERESTED IN LEVERAGING YOUR DATA?
Contact us to learn more: WWW.4LPi.COM/WEATHER